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July 19, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

September Partners promotion / Doral Buy 2 Packs - Get 1 Free

To: JOHN ZARBANTY

Doral B1G1F and Live product has been ordered (see quantities below), as well as the premium/shippers (item # 512141) to pack your September 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

B1G1F Cases (6m / 30 ctns. per case)

UPC Code	Style or Item	# Cases (6m)
12300-23573	Doral King Size (B1G1F Product)	1
12300-23570	Doral Lights KS (B1G1F Product)	1
12300-23572	Doral 100's (B1G1F Product)	1
12300-23571	Doral Lights 100's (B1G1F Product)	1
12300-70504	Premium shipper case	30

*Sold
Then
Wed 10-21*

Regular Live product to pack with B1G1F Product (12m / 60 ctns. per case)

UPC Code	Style or Item	# Cases (12m)
12300-16612	Doral King Size (Live Product)	0
12300-15112	Doral Lights KS (Live Product)	0
12300-15312	Doral 100's (Live Product)	0
12300-15212	Doral Lights 100's (Live Product)	0

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Doral B2G1F /Sept. Partners

Account: PETER P. DENNIS INC. / 153480

These allocations will allow you to build :	30 Shippers
These shippers will service:	9 Retail Stores
Product/Premium Arrival:	Sept. 3rd, 1996
Ship Date to retail	Week of Sept. 9th, 1996
The PO # for this order is:	
SKU Cube:	1.1840
Retail Sales Offer per SKU	20 Offers

Billing per SKU	4 Savings Priced cartons
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EFT \$ Amount (B1G1F Prod.)

EFT \$ Amount (Live Product)

Non EFT Amount (B1G1F Prod.)	\$329.56
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Non EFT Amount (Live Product)

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get 1 free sleeves. 1 live pack of Doral should be placed in each sleeve together with 1 pre-banded B1G1F unit to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper. See the detailed drawing attached to this letter for more detailed packing instructions.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to \$56.00.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

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Doral B2G1F / Sept. Partners

Account: PETER P. DENNIS INC. / 153480

Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. **15** shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

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DORAL BUY 2 PACKS - GET 1 FREE CLEAN-UP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "National Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date: _____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____

(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Buy 2 Packs - get 1 Free shippers (each shipper contains 4 Savings priced cartons).

of Shippers Requested =====>

Authorized Signature: _____

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Wholesale Partners "Value Added" payment request form

Promotion: Doral Sept. buy 2 packs get 1 free 1996 Partners Promotion #601270

Note: Payment is based on \$28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: PETER P. DENNIS INC.

RJR Account Number: 153480

Displays Wrapped and Delivered: 30

Value Added Payment Due: \$56.00

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: _____

Processed by: _____

Voucher #: _____

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BPEJ55B2

PARTNER VAP TEMPLATE LISTING

96-07-17 PAGE: 11
01:27 PMWHOLESALER : 153480 PETER P. DENNIS, INC. <DIRECT>
TEMPLATE : 601270 609-00 DOR B2G1F SEPT.
TEMPLATE SEQ : 0020
ES LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
133001	133022	401997	BACHS DRUG	HIGH & MAIN	HACKETTSTOWN	NJ	07840	1			
✓133001	133022	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	08809	2			
✓133004	133022	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	08822	2			
✓133204	133226	654389	KRAUZNER'S FOOD STOR	3750 FREEMANSBURG	BETHLEHEM	PA	18017	2		5277-0000	
✓133001	133022	568245	LOPATCONG CONVEN.	401 BALTIMORE ST	PHILLIPSBURG	NJ	08865	2			
✓133001	133022	075543	R.D.J. SERVICE CENT.	ROUTE 46	GREAT MEADOWS	NJ	07838	1			
✓133208	133230	216790	RT. 663 SERVICE CNTR	2030 ROUTE 663	QUAKERTOWN	PA	18951	2			
162207	162221	528410	SHOP N C STORE	4619 MOUNTAINVILLE	WALNUTPORT	PA	18088	2			111346
✓133204	133226	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	18017	2		3857-0000	

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 15

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